

FCC ORIGINAL

Rockin' C Broadcasting  
212 Turtle Creek Drive  
Batesville, Mississippi 38606

RECEIVED

APR 5 1996

Before the FEDERAL COMMUNICATIONS COMMISSION  
PETITION FOR RULEMAKING, Section 73.202 (b)

Oxford, Mississippi  
ADD: Channel 286A /1

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FCC MAIL ROOM

TO THE COMMISSION:

Comes now, Rockin' C Broadcasting, (Hereinafter "Rockin'"), requesting the assignment of Channel 286A as the fifth FM assignment to Oxford, Mississippi.

Oxford is a growing and prosperous community, as evidenced by the community profile data attached hereto. The proposed assignment will bring diversity to the local residents, and clearly would be in the public interest.

The proposed channel may be assigned in full compliance of the Commission's rules, as shown by the attached allocation study. Further, from the required transmitter site, the city will receive the required signal level, as shown by the attached coverage map.

If allocated, ROCKIN' will file an application to construct the station, and if authorized, will proceed with construction and operation without delay.

All premises considered, the proposed allocation is in the public interest and meets all criteria for assignment. Therefore, the Commission is urged to take the following action:

Section 73.202 (b) Table of FM Assignments Oxford, Mississippi

Current: Channel 221A, Channel 234 C3, Channel 238A, Channel 248C1

Proposed: Channel 221A, Channel 234 C3, Channel 238A, Channel 248C1, Channel 285A

Rockin' C Broadcasting  
*Carol B. Ingram*  
Carol B. Ingram President

AFFADAVIT: I, Carol B. Ingram believe the enclosed information to be true and correct to the best of my knowledge and belief, and have sincere interest in seeking approval of this proposal.

*Carol B. Ingram*  
Carol B. Ingram, President

Appeared personally before me, this the  
28 Day of March, 1996.

*J. Loyd Ingram*  
J. Loyd Ingram, Notary Public

My commission expires on June 28, 1996.

/1 Channel 285A reference co-ordinates for Oxford are: 34° 28' 07"  
89° 29' 52"

Approximately 12 KM N/NE of Oxford, Mississippi.

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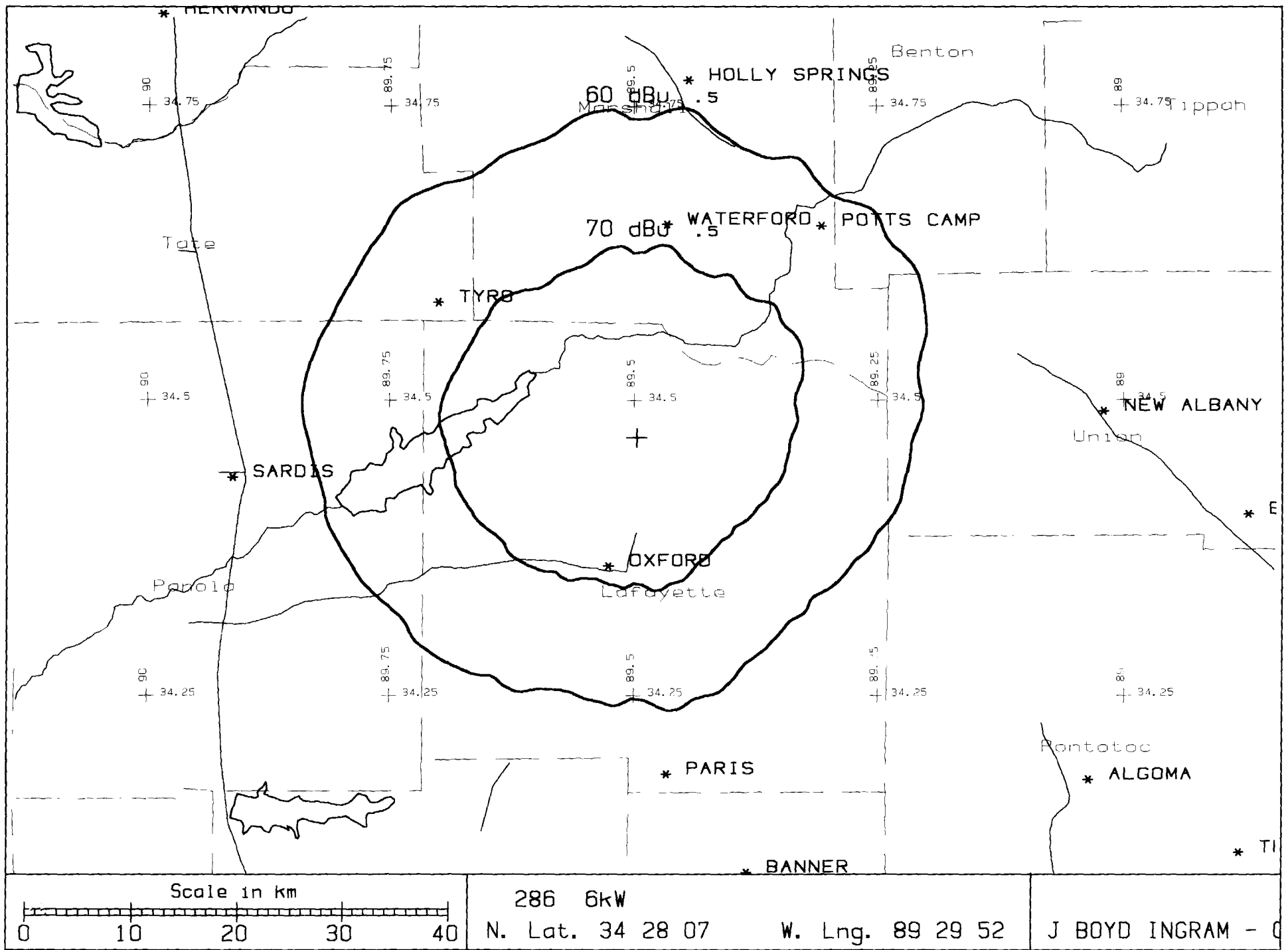
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J BOYD INGRAM - BROADCAST CONSULTANT  
POB 73 BATESVILLE MS 38606

OXFORD, MISSISSIPPI  
ROCKIN C BROADCASTING

REFERENCE	CLASS A	DISPLAY DATES
34 28 07 N		DATA 03-01-96
89 29 52 W	Current rules spacings	SEARCH 03-26-96
----- CHANNEL 286 -105.1 MHz -----		

CALL	CH#	CITY	STATE	BEAR'	D-KM	R-KM	MARGIN
WBKJ	286C1	Kosciusko	MS	190.0	200.22	200.0	0.22 <
WFXO	285C2	Iuka	MS	71.0	106.79	106.0	0.79 <
WRVRFM	283C1	Memphis	TN	338.9	81.70	75.0	6.70
WWZQFM	287C2	Aberdeen	MS	129.6	114.54	106.0	8.54
WYCG.A	288A	Water Valley	MS	200.2	40.62	31.0	9.62
WYCG.C	288A	Water Valley	MS	198.6	41.85	31.0	10.85
KCLT	285A	West Helena	AR	273.1	107.82	72.0	35.82
WCMR	233A	Bruce	MS	149.8	50.78	10.0	40.78
KAKJ.C	287A	Marianna	AR	287.3	121.68	72.0	49.68



Community Profile: Oxford, Ms and Lafayette County

UPCLOSE CensusDisk

COMPARISON REPORT

AREA 1: [UNITED STATES]

AREA 2: [LAFAYETTE COUNTY] MISSISSIPPI

AREA 3: [OXFORD, MS (city)] Lafayette County

	AREA 1	COUNTY	OXFORD
TOTAL POPULATION	248,709,873	32,826	9,984
% Male	48.7	48.7	49.1
% Female	51.3	51.3	50.9
% in Group Quarters	2.7	13.9	5.4
Pop Density (#/sq. mile)	70.3	50.4	1,033.4
AGE DISTRIBUTION			
% 0-17	25.6	20.8	16.5
% 18-24	10.8	27.9	29.9
% 25-44	32.5	26.6	27.3
% 45-64	18.6	14.7	13.8
% 65 +	12.6	10.1	12.5
Avg Age	32.0	32.0	33.8
RACIAL DISTRIBUTION			
% White	75.6	72.3	78.3
% Black	11.7	25.0	18.8
% Hispanic	9.0	.6	.7
% Asian	2.8	2.0	2.0
% Other	.8	.1	.1
TOTAL HOUSEHOLDS	91,947,410	11,090	4,394
% Families	70.2	62.8	46.3
Average Household Size	2.6	2.5	2.1
TOTAL HOUSING UNITS	102,263,678	12,478	4,665
% Owner Occupied	57.7	54.8	39.0
% Renter Occupied	32.2	34.0	55.2
% Vacant	10.1	11.1	5.8
MEDIAN HOME VALUE	92,635	51,100	62,900
MEDIAN RENT	390	272	318
INCOME SUMMARY			
Median Household Income	30,056	18,186	14,973
Average Household Income	38,561	25,342	24,388
Median Family Income	35,225	23,768	27,338
Per Capita Income	14,420	9,196	10,844
TOTAL EMPLOYED	115,681,202	13,606	4,548
% Unemployed	6.3	6.0	5.7
% White Collar	58.1	61.7	74.1
% Blue Collar	41.9	38.3	25.9
EDUCATIONAL ATTAINMENT			
% High School Graduate	75.2	70.2	76.3
% College Graduate	20.3	29.2	44.3